LEISURE PLAY

December, Vol. 1, No. 11. Journal of the Amusement Equipment Industry

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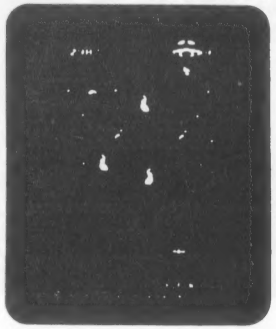

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COVER PICTURE

The Game World Group introduce their latest Video Game 'Space Battles' – a new exciting game full of action. A very fast and skilful game which features a little 'Moon Cresta', 'Galaxian' and 'Firebird' all rolled into one. As well as being bombed from above 'men' are dropped from the sky and if allowed to land, spear you from behind making this a very skilful and amusing game from beginning to end.

'Space Battles' is available for sale, rental or shares and comes in the usual elegant cabinet associated with the Game World Group together with a first class back up service.

The Game World Group have now moved their operations company and all sales to their new showroom /warehouse at – Unit 9, Castle Park, Queens Drive, Nottingham. Telephone (0602) 868301 (Operations); 868202/3 (Sales).

COMMENT

The Scottish Previews went off with a bang – mainly due to the arrival of the new video game, Battlezone.

Here at last was something different on the video scene... a game that was definitely not a rehash of an already successful model.

Atari say they spent more than twelve months developing it and we would say that it was time very well spent.

Within hours of the Scottish Previews opening their doors campaign-hardened sales staff and astute operators were tipping it as the video game hit of 1981.

They may well change their minds between now and the end of the A.T.E. of course. A lot can happen in that time. But their enthusiasm for Battlezone was genuine enough. They did not have to put on a brave smile to plug a game that was little more than an update of an earlier model.

Battlezone spoke for itself. It was like a welcome breath of fresh air.

At a time when British exports generally are in the doldrums, UK firms from this industry made a big impact at the Interhoga. Barcrest, JPM, Marian Electronics, Maygay and Compu Games UK in particular attracted a lot of interest at this small but important Austrian show.

Interhoga is part of a trade fair for the hotel, cafe and restaurant trade and often throws up new outlets for coin operated amusement equipment.

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JUKE BOX TUNE-IN

RECORD FIRMS MUST FIGHT FOR A QUICKER SERVICE

RAY LEVY, of A1 Stores, Walworth Road, London SE 17, takes a look at some of the issues that are making talking points in the world of music. He also calls on the companies who supply records for juke boxes to lobby the record manufacturers for quicker delivery and examines the aftermath of the World in Action programme on allegedly fixed record charts. And, of course, it is the silly season for way out records.

As we are nearing the end of 1980 all the record companies are fighting for the Christmas Market. By the time this editorial reaches your desk, singles by Abba, Blondie, Sheena Eastern, David Bowie, Rod Stewart, Barbra Streisand should be battling for chart positions.

Like most other industries the record business has been very badly affected by the recession and all companies are cutting back drastically.

For many years Sunday newspapers have been trying to expose the record charts as being fixed, and of course T.V.'s World in Action tried to expose certain companies as fixing the charts.

Basically what happens is that 300-400 shops are posted diaries each week. On each page of these diaries the top 20 is listed, every time a chart record is sold the shop is supposed to make a tick by the title sold, all other records sold should be recorded in the diary by their catalogue number.

Naturally all the record companies have managed to find out who the chart return shops are.

They have a sales force touring these particular shops and will give them certain potential hit records or ones that have just charted away free. If a shop can get about 50 assorted free singles each week it will sell them over the counter at a tremendous profit.

One particular company were known for this practice and their records would suddenly appear in the lower 70's of the chart; if the radio stations see this they will then consider giving it airplay which should then stimulate sales even more.

Since the World in Action programme the B.B.C. seem more careful at what selections of new chart entries they will play. It really doesn't matter how good an act is if it cannot get air play it

really has very little chance of chart success and with an average of about 70 new singles released each week the competition is really fierce.

Like all record wholesalers we are always fighting the manufacturers for quick delivery. This can really be most frustrating as we are all fully aware of the operators problem of getting records out with your collectors on days already pre-arranged.

I would like my company with the other juke box suppliers to lobby the companies over this matter because the majority of them still don's recognise the juke box industry.

With video games getting all the attention the juke box growth seems to have disappeared. Nevertheless people still want to listen to the right sort of music. I personally feel that although Golden Oldies certainly sell and take money on the boxes, are you, the operator buying the correct oldies for your sites?

A lot of the 20-23 year olds have probably never heard of Glen Miller or just don't like Jim Reeves records. They might like an early Black Sabbath single or Stones for that matter.

It is well known that such artists as Jim Reeves, Tammy Wynette, Johnny Cash, etc. all take good money, but there are still many other country and western artists and a fresh name every now and again will always create interest.

Just two unusual records out at the moment that could well chart for Christmas, 'Happy Days are Here Again', by the Ovalteenys and Conrad Veidt 'When the Lighthouse Shines Across the Bay'. Terry Wogan is plugging this particular single very heavily and he broke the 'Floral Dance', by the Brighouse Band a few years ago. Oh well, this is silly season for records. ℗

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Personality Focus

An important personality in the world of automatics today is Mr. Franz Széchényi of Vienna. He is President of the progressive and thriving Austrian automatics trade association, Treasurer of Euromat, and heads an important distributing business.

Mr. Széchényi is Hungarian by birth, and comes from an ancient and noble family. The Széchényi family are, in fact, mentioned in history books. But with the coming of a different regime in their country they lost their lands, and Mr. Széchényi made his home in Vienna.

When he was a young man, and still living in his native country he and his brother founded and ran a sports newspaper, which they enjoyed very much. But Mr. Széchényi actually studied agriculture, and has a degree in this, for he was destined to help run the family estates. This, of course, was not to be.

His entry into the automatics business was slightly abrupt, and rather amusing. In Munich he saw a juke box sited in a roadside café. He had never seen anything that looked like it before, so he went to investigate. He saw that by inserting the very low sum of 10 pfenigs a disc would be played, so he did just this, and more than once. He became completely fascinated by the whole thing.

This juke box had been made by a firm in Denmark, and Mr. Széchényi went there post haste to see if he could obtain some of these new and fascinating objects, for he felt sure there was a future in them, and he decided that there might be a future with them for him also.

At the factory in Denmark he said: "Please sell me ten of your juke boxes, and I'll be in business!" The manager pointed out that there were all kinds of formalities concerning import into another country, but the impulsive Mr. Franz Széchényi had foreseen this, and had an import licence with him. So he got his ten juke boxes, and was in business, and has, in fact, been in the same business ever since.

Eventually he was appointed Austrian importer and distributor of Rowe-Ami, and has held this for many years now.

Today Mr. Széchényi is also very important where games are concerned. He is Austrian distributor for the very well known German firm Video Games GmbH (of course they produce video games), for Recel flippers, which come from Spain, and for the Bergmann roulette games (these are made by the well known Hamburg firm) which are allowed to operate in some parts of Austria. As a sub distributor he handles various other makes. "And I'm always interested in any really good new games," he told me.

"Video games are the top in Austria just now," continued Mr. Széchényi. "Last year was exceptional for them, this year will be just as good". He told me that flippers have gone down to one fifth of what they were, and that the market has been replaced by video games.

"The video games of today are really good, exciting games, games that continue to attract people. Through electronics it is possible to bring almost anything human into a game. The possibilities are endless, as the human imagination is also endless," he said.

Mr. Széchényi sees copying as the big problem with video games, and he does not see things getting any better. Copying will just continue, he thinks.

Most of the video games that are selling in Austria just now are the cocktail table models. These are going into sites where other types of games would never be accepted, hotel lounges and high class establishments. They are quickly becoming standard equipment. There are not many arcades in Austria, except for the Prater amusement park in Vienna, where there are about 17. For one thing, there is a limit to the number of games which may be placed on a site.

Mr. Széchényi explained a little of the rather complicated legal system in Austria for coin operated games. The country is divided into "Lands", which are rather like provinces, and Vienna counts as a Land, and has a population of two million, one third of the population of the whole country. Only in the Land of Salzburg may cash be won. In some of the other Lands drinks are given for winning scores, and in others only free games may be won. An operational licence from the Land authorities is always necessary and there can be long delays before this is granted.

Since Mr. Széchényi became President of the Austrian automatics trade association, there has been a tremendous increase in membership, which is very encouraging. From 92 members when he took on this office the total has risen to about 350. There was a meeting during the run of the Interhoga show in Vienna, and at this Mr. Széchényi was elected President for the second time.

Mr. Széchényi is a Euromat enthusiast. "It's a great idea, an association joining all the European associations," he said. "And I think it will grow in importance as Europe gets closer and closer together." But he does not foresee equal laws for the operation of automatics in EEC countries. "Completely equal laws would be all but impossible. There are too many general trends, too many general differences. Trends will come and trends will go, but the countries are all so different and so individual that I just can't imagine a completely equal law for all of them," he said to conclude.

INSIDE STORY

THEY BELIEVE IN EQUAL OPPORTUNITY AT AMECO

The Ameco headquarters building with its 17,000 sq. ft. of floor space and first class facilities almost in the shadow of Wembley Stadium, is the envy of many firms.

But every so often Managing Director Stan Bollom feels a pang of nostalgia for the old address — one of the most famous in the coin operated amusement equipment industry.

Hong Kong Works was an address every one in the trade knew. And that was where the firm operated from for many years. Stan explained: "We had that address because the building was on the site of the Chinese section of the 1923 Wembley Exhibition. It was an address nobody ever forgot. We are only a few hundred yards from the original site and this building is superior in every way. But the old address was one we all became very fond of."

Ameco — orginally the Amusement Equipment Company — was formed in 1932 with four directors, Mr. Charles Lawes, L. T. Delaney, H. A. Sorrell and Mr. Du Kane. They each had sharing sites on the coast and decided to pool their resources.

Stan Bollom joined the company in 1936 but a little more than three years later found himself caught up in the war. He was captured at Arras in May, 1940, and spent the rest of the war in captivity, most of it in a PoW camp in German-occupied Poland.

When he returned to the Amusement Equipment Company in 1945 he assisted the then Managing Director, Mr. A. M. Booth and was elected to the Board in the mid 1950s.

In 1975, together with his brother, Joe, he bought a number of shares and they gained control of the company. Stan and Joe now have a 97 per cent shareholding in the parent company, Ameco Leisure Group Ltd. and Joe is Chairman of the company. Also on the Board is Mr. Albert Pightling, who has been the Company Secretary since 1946.

Stan's son, John and Joe's son Michael, are both in the business. John runs the selling and operating side of the machine division and Michael is in charge of the disco division.

On the machine side, Ameco supply every type of leading video game from their Wembley headquarters. There is great emphasis on after sales back up and service. Site mechanics are trained there and during the winter there are technical seminars. The machine division can supply all types of equipment and Ameco have, of course, been the sole assemblers of the famous Skee Roll in the United Kingdom and Europe for more than 35 years.

Ameco also run 20 arcades in Blackpool, Weston-super-Mare, the Mumbles, Torquay, Folkestone, Leysdown, Gravesend, Southend and Scarborough. They also have cash bingo halls in Brighton and Southend.

The staff turnover at Ameco is remarkably small. In the arcades, for instance, managership is frequently passed down from father to son. Stan Bollom said: "We always promote from within the group. Outsiders who join Ameco start at the bottom and have the opportunity to work their way up. We feel this is a fair way of doing things and it gives everyone equal opportunity. It also promotes loyalty and a stable staff situation is an advantage to everyone within the company."

Today's sophisticated machines are a whole world away from the equipment that was popular when Stan Bollom joined the industry at the age of 18. One of the big hits in those days was the Pussy Shooter 1d machine which gave average takings of three to four shillings a day in a good week. But in those days a company could employ a first class mechanic for a wage of £3 a week.

In the years leading up to the Second World War the company supplied fruit machines to many of the famous liners, including the Queen Mary and the Queen Elizabeth. It was, of course, the heyday of the great liners and they never sailed with many berths spare. And fruit machines were one of the big attractions for those who crossed the Atlantic in the passenger liners or were wealthy enough to afford a cruising holiday.

The fruit machines were very different to those we know today. They had to blend with the stately decor of the great liners and most of them were housed in ornate wooden cabinets, the same shade as the panelling in the companionways.

And the mechanics of the old Amusement Equipment Company enjoyed a perk that their counterparts at Ameco could never hope to repeat. Six of them used to sail regularly on cruises to maintain the fruit machines.

Stan Bollom said: "We also supplied another piece of equipment for the liners — a coin operated voice recorder. For 6d passengers could put their voices on record. The record would come in an envelope with a packet of six wooden needles. The other side carried a commercial. I reckon that machine was about 50 years ahead of its time. Although it was fairly popular, especially with

American passengers, a lot of people in those days were self conscious about recording their voices and would shy away from it."

Ameco also manufacture and service Bingo equipment for use in their own premises and in halls owned by the Rank Organisation.

• The Fleet's In. Normally Ameco's fleet of cars is scattered the length and breadth of the country on company business. But it was in "port" for this special picture taken in front of the headquarters building at Wembley. Chairman Joe Bollom and his brother, Managing Director Stan Bollom are in the foreground with John and Michael behind.

How to Increase Earnings on Missile Command

Atari is recommending that operators take advantage of all the bonus options available to them on MISSILE COMMAND to encourage game play. High score is one of the best game play incentives. Once a player achieves a certain high point level, he will want to continue playing to better his own score.

An average score on Missile Command after three or four weeks of practice should be about 30,000 points. It is possible to achieve as much as 146,000 points, as one site reported after Missile Command had been there only two weeks. Others have reported scores ranging from 80,000 to 340,000 points.

If scores on Missile Command are not any higher than 20,000 or 30,000 points after the game has been in any site a month, the game options may be set too high. Using the following options can increase profitability.

* Set Missile Command to award a bonus city at 8,000 points (instead of factory-set 10,000 points).

* When scores begin to climb (after a few weeks), reset option switch to award bonus city at 10,000 points.

* When scores again begin to peak, reset option switch to award bonus city at 12,000, 15,000, 18,000, or 20,000 points.

"Setting the option switches lower gives less experienced players a chance to develop their skills on the game," reported Frank Ballouz, Atari's Director of Marketing. "Once these players have had a chance to earn high scores on the game, the option switches can be set higher, the challenge will increase, and the operator will be able to sustain the initial high earnings level of the game."

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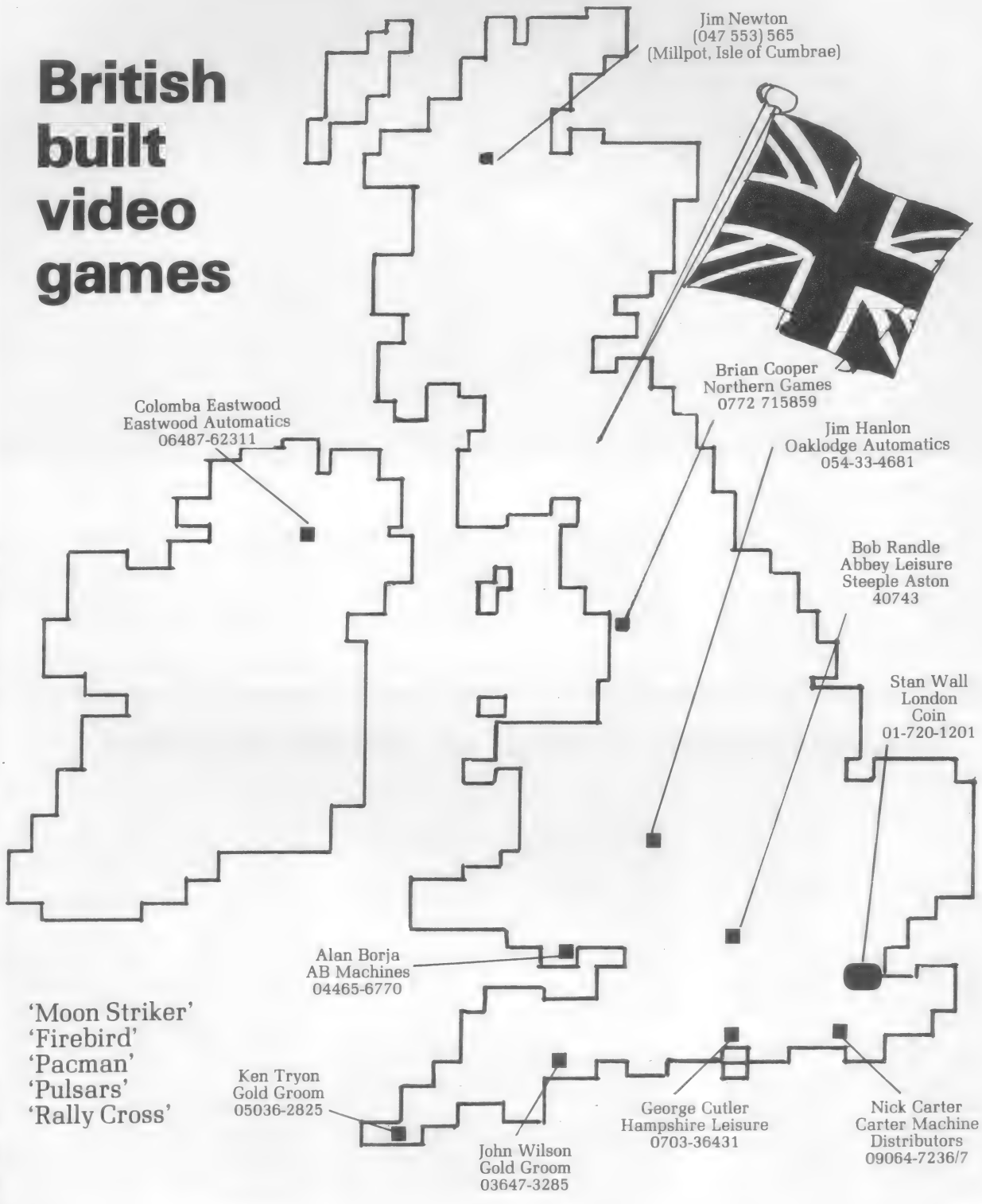

THE OLD MISSISSIPPI "PADDLERS" SAIL AGAIN FROM NEW ORLEANS

A British firm of radio controlled model manufacturers chose the right place to launch their new river boat "Paddler" range — the Parks Show in New Orleans.

Paddlers were, of course, part of the southern city's colourful history and the 36 and 32 inch models produced by Controlboats Ltd. of Wareham, Dorset, were very well received.

The company also introduced their new range of four Commander assault vehicles at the same show.

The two paddle boats exhibited were the 36-inch stern wheeler and the 32-inch side paddler, both with colour schemes which include white, black and red hulls with a chrome strip.

These boats are reminiscent of the old paddle steamers that used to travel up and down the Mississippi River. Both "Paddlers" were based on designs similar to that of the "Mississippi Belle" (stern wheeler) and the "Robert E. Lee" (side paddler).

There are four assault vehicles in the Commander range: the Raider, Rescue, Cub and Scout. These camouflaged coloured vehicles are designed to climb gradients, ride rough terrain and offer maximum manoeuvrability.

The range is available with a complementary landscape, which can be bought separately. Francis Miles (owner of the company) feels that the new Commander range, in conjunction with its landscape, will provide an imaginative atmosphere for more 'play appeal'.

The company also manufactures Controlboats — ranging from galleons to racing power boats. Their racing saloon car range will also see two newcomers; the TR7 and the XJS. Relevant scenery is available for both these ranges, which work off a 24 operator position console, thus saving on space and supervision.

The boats, cars and Commander ranges all operate off a radio controlled system, as opposed to a loop system.

At present the company exports 50% of its production abroad, and Controlboat systems can be found at leisure parks in the USA, Holland, Spain, and all over the U.K. ⓁⓅ

• Top: A model of an Old Mississippi "Paddler" flanked by models of two racing saloon cars.

Below: The company's new range of Commander model assault vehicles.

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KOJAK LICKS A PROBLEM WITH A LITTLE HELP FROM BELL-FRUIT

From Gordon Rand, the head of Bell-Fruit Nederland, comes news of an interesting television programme presented in Holland recently.

Once each year Netherlands Television gives one whole evening's viewing to be completely devoted to a selected charity. This year the charity was Fokus, of which more later.

The Fokus evening was when the winners of the gigantic special lottery were drawn; no less than six million lottery tickets were sold. It was decided to use a slot machine to pick the winners and Bell Fruit Nederland were asked to supply this.

At first there was something of a problem, for a six-reel machine was needed, and Bell-Fruit had none available. The idea of bolting together two three reel machines was considered but it was decided that this wouldn't do. Finally Gordon Rand and his technical manager, Orlando Viana (he's Portugese) got together, with the result that one special six-reel machine was constructed at the Bell-Fruit Nederland headquarters, to be used just for this one great evening.

A host of famous stars gathered before the television cameras for the occasion, and it was Telly Savalas (Kojak) who had to work the machine, the six reels showing the winning ticket numbers. There were huge cash prizes, and 60 Philips colour television sets, 60 Polaroid Cameras and four Volvo cars were won by the lucky few.

Also on the programme were Sergio Mendes, Guys and Dolls, Jay and the Americans and other famous stars. Chris Rand, Gordon's wife, helped out in one of the big comedy scenes by persuading Kojak that the machine was not "fixed".

Fokus benefitted by no less than one million pounds. This very worthwhile charity aims at helping handicapped people to live a normal life. This is done by including specially equipped houses and flats on housing estates, where handicapped people live side by side with other people in the community. Fokus originated in Sweden, where their work has been so successful that about 95 per cent of the handicapped people there live in specially adapted Fokus houses, instead of in homes and institutions. (L)(P)

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CHILDREN'S HOSPITAL WILL BENEFIT FROM THIS COMPETITION

The Great Ormond Street Hospital for Children is to benefit from a competition launched specially for the amusement equipment industry.

Managing Director of Electrocoin Automatics Ltd., Mr. John Stergides, is offering a first prize of Universal's NO MAN'S LAND, the extremely popular video game based on a tank battle.

The London hospital, the most famous of its kind in the world, will receive all the money raised in entry fees between now and the end of the competition early next year. Entry forms will be included in the November, December and January issues of Leisure Play and separate ones will be printed for distribution at exhibitions.

All you have to do to enter is identify the partly blanked out face of this well known personality in the amusement equipment industry and enclose your entry fee of £1. The NO MAN'S LAND prize will go to the first correct entry drawn out of the bag.

ENTRIES SHOULD BE SENT TO:
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GREECE CRIES OUT FOR VIDEO KITS

Greece is, to the best of our knowledge, the only country in Europe where flippers are not allowed to operate. However, video games are doing extra-ordinarily well there.

Mr. Nikos Koukolias of Athens tells us that import duties are so high that complete games cannot be brought into the country, but there is a great deal of scope for kits. Mr. Koukolias represents Löwen-Automaten of West Germany in Greece, and is importing his through them, mainly Atari or other leading makes. He says he wishes that the major manufacturers would speed up delivery, and he has a special reason for this. Many European manufacturers working in a small way are also producing kits, usually of poor quality. They, however, deliver very quickly, which means that people get the games when they desperately want them.

Mr. Koukolias represents the British Firm Coin Controls in Greece, and is importing very large quantities of their coin acceptors; his relationship with this firm is extremely happy.

NEW POST

The new National Sales Manager for Löwen-Automaten of West Germany is Mr. Günther Lentz, who has had long and very successful experience in the marketing side of the consumer industry. Mr. Lentz was educated at the University of Nuremburg. Before taking on his new post he was introduced to all the companies which supply Löwen-Automaten.

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BATTLEZONE SCORES DIRECT HIT AT THE SCOTTISH PREVIEWS

The star of the Scottish Previews was Atari's new video game, Battlezone.

The machines arrived in this country just in time to go on show for the Ruffler and Deith Preview at the Normandy Hotel, Glasgow, and at the MHG Preview a few miles down the banks of the Clyde at the Euro Crest Hotel, Erskine.

Response to the Battlezone was enthusiastic. The upright version on display was being tipped as a winner from the moment the Previews opened.

It is a game that requires a lot of skill and is rapidly finding a big following in the United States.

MHG's Fred Hulme said: "Apparently Battlezone is building up a good 'take' over a period of three weeks. It starts out fairly quietly on a site but really becomes good after the third week. This is a good sign because it proves that people are interested and points towards a long life for the game.

Battlezone will be available in upright form or "mini" Cabaret cabinet models (a full report on the "mini" Cabaret version appears on page 38).

Atari spent more than a year developing Battlezone and describe it as a battle of wits and skill between the player and computer-controlled enemy tanks and missiles . . . a competition in a world beyond the stars.

The radar screen display shows the position of the enemy tanks and "Enemy in Range" appears on the screen. The player positions his tank, aims, fires and the enemy tank is blown away.

Battlezone is a totally new, one player, first person game with the player in control of a supertank. He must manoeuvre his tank to avoid enemy tank fire. Enemy missiles and saucers also appear to be shot down for added points.

The game features Atari's exclusive Quadra-Scan display system, along with striking 3-D screen graphics and exciting

• Ian Forrester, of Omser (Scotland) Ltd., brought a national flavour to the proceedings.

• Sales Executives John Walters (left) and Brian Wilson, of Ace, on their company's stand.

• John Fountain, of Deepcar Automatics and Tony Deasy, of Omega Design with Omega's Space Fruits and Heaven and Hell.

sound effects. The 1812 Overture is played at special bonus levels.

There are four operator-adjustable game times, four operator-adjustable bonus levels and many coin options. Also featured is Atari's High Score display which allows the top ten players to enter their initials next to their high point total. A special tank symbol will appear next to the initials of any player scoring 100,000 points or more.

Frank Ballouz, Director of Marketing for Atari said the rapid-fire play action and exciting visual effects make the game an automatic replay challenge. "With both standard upright and new mini Cabaret cabinet models available, together with all of the operator-selectable options, this game is an exciting new profit opportunity for any site."

Certainly the Battlezone turned out to be the crowd puller at the Scottish Previews. There were several machines on show in the displays put on by MHG, Ruffler and Deith and Hazel Grove Music. There were queues to try out the games throughout the two days.

Another video game which attracted a lot of attention was Taito's Polaris which, as the name suggests, has a submarine theme. The player's nuclear submarine is attacked by aeroplanes and an enemy submarine. He can operate at varying "depths" and it is a game that requires plenty of skill.

There was a lot of interest in Moon Quasar from Ace. Although it had been on sale for two weeks before the Scottish Previews it was being shown to the trade for the first time. Sales in the short time it has been available have been very good. Ace were selling as many as they produced and orders at the Previews were healthy. The Moon Quasar is manufactured by Ace in conjunction with Nichibutsu.

Tony Deasy, Sales/Marketing Manager of Omega Design, of Devonport, and John Fountain, of Deepcar Automatics, South Queensferry, West Lothian, were pleased with the reaction to Space Fruits, an AWP that was introduced two years ago — "ahead of its time" Tony Deasy explained: "We have re-launched this machine and it is proving very popular. When it first came

on the market it was premature. The market was not ready for it. Now that moving lights are accepted in AWPs Space Fruits is going very well. John Fountain, whose company distributes Omega equipment in Scotland, was also very enthusiastic about Space Fruits. "There is a lot of interest in it," he said. "It is one of the most attractive AWP's on the market."

Space Fruits is micro-processor controlled, has built-in test procedure and is fiddle-proof . . . the reels cannot be set up to a win by unauthorised personnel. It is fully metered and has a unique "skill factor" switch adjustment.

Omega's Heaven and Hell AWP has been virtually redesigned since the London Previews. Tony Deasy said: "It has been modified according to customers' suggestions. It is an extremely good arcade machine."

Ian Forrester, a director of Omser (Scotland) Ltd. who were showing coin counters, sorters and change machines, brought a touch of national pride to the proceedings by turning out in his kilt.

Two young men taking a very close look at everything on show were Walter Morris and Melvyn Strand who are in the process of launching a new firm, Scotland Machine Leisure Ltd. It will be Edinburgh based and will supply machines throughout Scotland. Walter runs Morris Amusements Ltd. with arcades in Glasgow, Edinburgh and Blackpool and Melvyn has Lothian Amusements Ltd. He is an operator with an arcade in North Berwick. Walter said: "We have joined forces to launch a new firm, although we will retain the other companies. Naturally we are interested in everything on show at the Scottish Previews. We hope to be able to supply most of the leading makes, including Game World, Atari, Midway, Bell-Fruit. Ron Clark, who was formerly with Ruffler and Deith at Hartlepool is joining us on the technical side."

Barcrest's new fruit machine, Number Nudger was creating a lot of interest on the MHG stand. An arcade owner recently experimented by moving a Number Nudger to different parts of the site every two days. But it was still the best money taker in the arcade. People were actually searching it out.

• Phil Koritsas, Taito's Sales Co-ordinator.

• Taito UK Sales Manager Denis Rawlings with the Crazy Balloon.

• Walter Morris (left) and Melvyn Strand, who are setting up Scotland Machine Leisure Ltd. They had a busy Preview.

• John Etchells, Alca's Sales Manager, with his firm's display at the Euro Crest.

• Fred Hulme, of MHG, with Battlezone.

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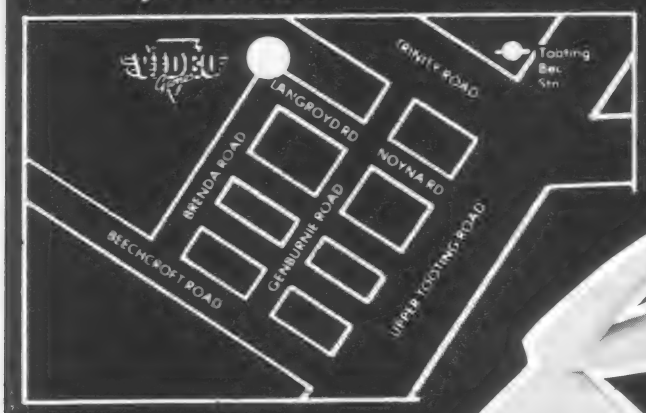

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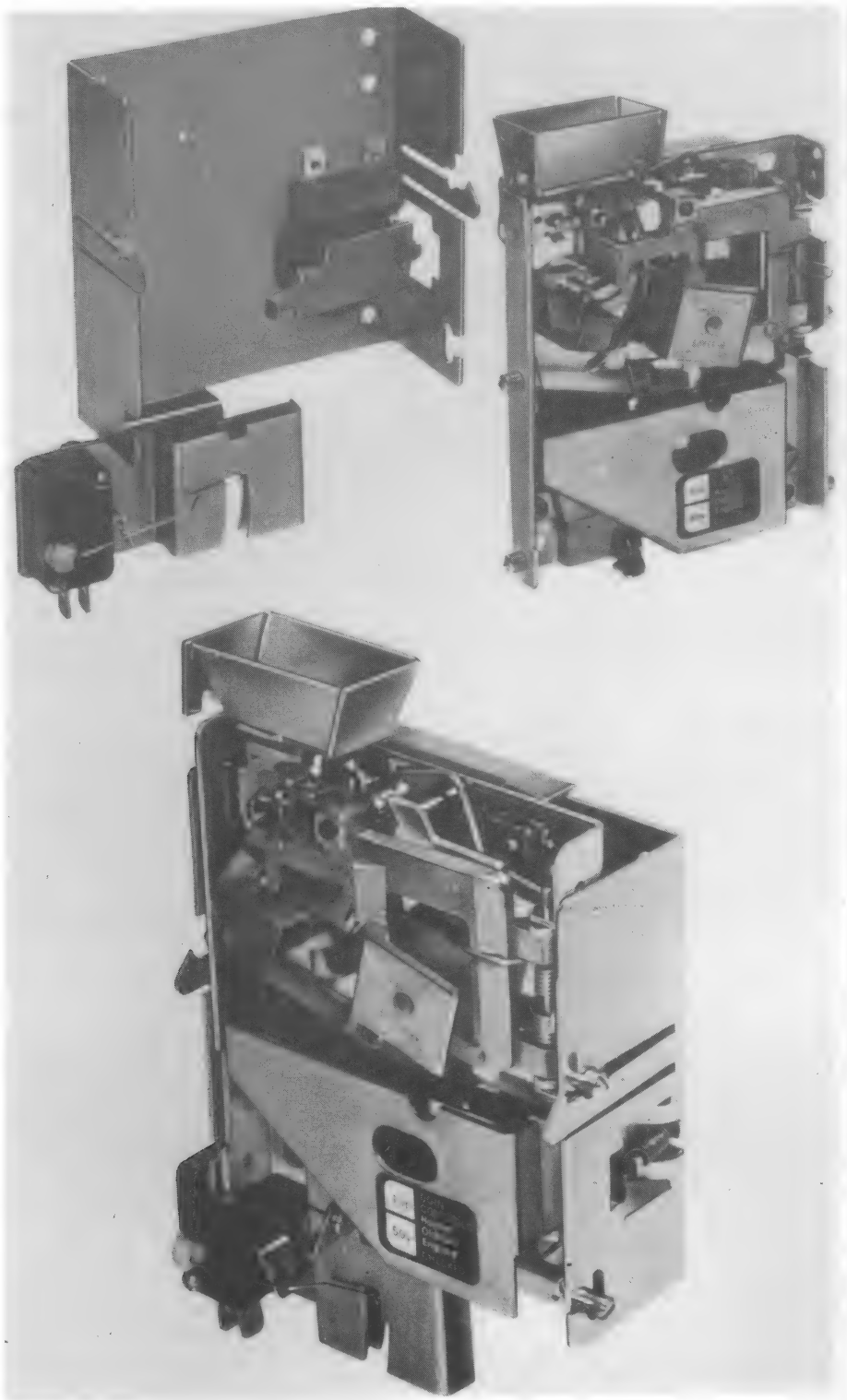

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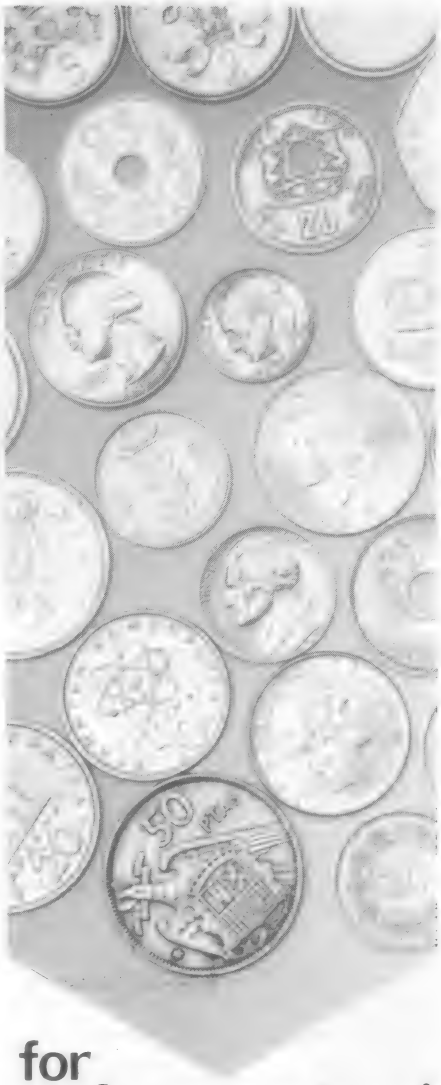

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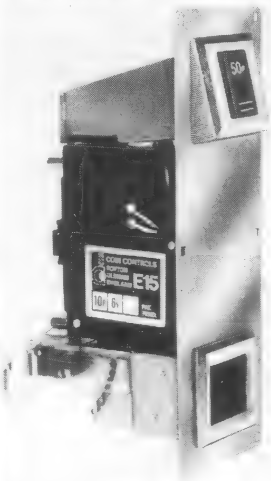

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INTERHOGA – THE SHOW THAT ATTRACTS NEW CUSTOMERS

Although where automatics are concerned the Interhoga show was probably the smallest we are covering during this busy season, it is certainly not the least important. For the Interhoga, which was held in Vienna, is always a show where automatics participation is decidedly different.

Interhoga, held each second year, is a big trade fair for the hotel, cafe and restaurant trades, attracting people from all over Austria. It is Austria's trade association for automatics that has been responsible for building up a section to represent the business, and for specially interesting reasons.

Most operators hope to expand their activities, and the aim of the association where the Interhoga is concerned is to interest potential site owners in coin operated games, etc. In this way those who own or run cafes, restaurants and hotels and who may have never before considered having games or juke boxes on their premises are made aware of them, often with very positive results.

The automatics section was this time right in the centre of the Vienna Trade Fair complex, which is not far from the Prater amusement park. The association had a big central stand, and there a booklet was available listing all the members and their addresses (the association now has about 350 members, a very big increase) from all over Austria. This booklet is given to any site owner who may be interested, and in it he will find the names of the operators based nearest to him. A competent staff, headed by Mr. Richard Streight, the Secretary-Manager of the association was at all times on the stand to answer questions.

The Interhoga was a busy fair this time, and the interest in coin operated equipment was very obvious. Any potential site owner, once his interest was aroused, could see on the stands in the section the latest and best equipment that the operator he hoped to work with would probably install.

British made games were well to the fore. The firm Hatesa had a splendid display of Barcrest machines; these have been doing exceptionally well in Austria. Mr. Eric Horley, the head of Barcrest was there in person and together with Mr. Manfred Riesel and Mr. Kurt Kreiner of Hortesa, and sub-distributors of Barcrest was pleased with the success they were having. The Barcrest Ambassador, a very handsome machine, was the model presented.

J.P.M. machines, also enormously popular in Austria now, and likely to continue their success, were presented by Novomatic, the J.P.M. distributor in the country. The ultra-successful J.P.M. Royal and the J.P.M. Diamond Star, specially designed to meet the legal requirements in certain regions, were the models on show. Novomatic are also making video games themselves, and were showing their Starline models, including the Moon Cresta III. Both upright and cocktail table models arre produced. Mr. Ernst Mitwalsky, the Novomatic sales manager was delighted with the show, and told me that they were sold out for a long time ahead.

More British-made machines were to be seen on the S.A.G. stand. This firm is Dutch owned, and Mr. Bos, the head of it, told me that he will supply anything anyone requires. Among other games presented were the attractive Golden Coin from Marian Electronics. The firm Grois were showing, among other equipment, uprights from Maygay.

The stand of Gerhard Haas was busy and interesting. Mr. Haas represents the German firm of Reichert in Austria, and specialises in wall video games; he was showing the Moon Cresta with big screen for the first time in Austria.

Compu-Games U.K. were on the stand, with Mr. Peter McCarthy himself presenting that attractive little wall game Yatzy, which was attracting a lot of attention. Redesa kiddie rides, made in Spain, were also presented, with Mr. Gino Ferrara, head of Redesa, there in person to explain them. A separate report about him will be appearing next month.

Pirker Automaten have distribution of Universal for all Austria, and were showing all the latest videos from this renowned firm. Széchényi were showing Recel flippers from Spain Ami juke boxes, and various makes of video games, including Karateco.

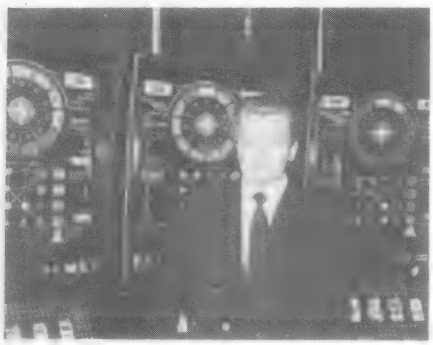
Dattl, an important Austrian firm which both distributes and operates had a big busy stand. They were showing N.S.M. juke boxes, some Atari and Gremlin/Sega video games and also some Zaccaria games, including the successful Sea Battle (for arcade use) and the Tomahawk flipper. Namco cocktail table video games are also displayed on this attractive stand which really did have the widest possible range of equipment on show.

Various other firms were showing video games, which are now very popular in Austria, especially the cocktail table models, which are going to sites where games were never before accepted. And I cannot end this report without saying how well Wurlitzer juke boxes were presented by the old established and much respected firm of Elfix.

There was one very interesting accessory on show. Presented on the Insel-Center stand, it was a banknote changer specially made for use in areas near to the frontiers where Austria and Germany meet. It accepted either German or Austrian banknotes, giving the appropriate change when required. Insel-Center specialise in banknote changers, and had other interesting models on show.

The Interhoga show lasts for five days, and is pleasant and interesting to visit. This years automatics section was much larger than the section two years ago. And I predict that in 1982 it will be even bigger.

Mary Openshaw.



• Left: Mr. and Mrs. Hentschel with their 'Winner' machine.

Above: Mr. Ernst Mitwalsky, Sales Manager of Novomatic, with J.P.M. machines.

Below Left: Mr. Bjorn Sunne with the banknote changer which accepts two currencies.

Below Right: Mr. Peter McCarthy and Mr. Gerhardt Haas with the Danish Jatzy game.

• Right: Mr. Franz Szechenyi (right) Chairman of the Austrian Automatics Trade Association, with Mr. Richard Streit on the Association's stand.

Below: Mr. Pirker with the Universal game Cheeky Mouse which was presented on his stand.

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GO—ANYWHERE SPACE ZAP COMES IN THREE VERSIONS

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After announcing Midway's new Space Zap, Stan Jarocki, Vice-President of Marketing said:

"This is the first game concept that is available in all three of our models aimed to open more sites and reach a new range of players. It's a one or two player video game that challenges all comers to test their concentration and re-action."

The 'SPACE ZAP' is made in a standard arcade model, a cocktail table model and the new 'Mini-Myte' cabinet size and style that takes up little space and produces income from limited areas. All tests have proved this game a real winner.

The exciting action of this game features a Laser Base that is the target of Space Mines fired from alien Space Ships which attack at random from four directions — North, South, East and West. A successful hit by a Space Mine causes the explosive destruction of the Laser Base. At unexpected intervals, the aliens launch an Attack Satellite that orbits the Laser Base and strikes without warning from any direction.

The player defends the Laser Base with multi-directional fire power. He presses the Aim Buttons to direct his laser, and with the other hand, he presses the Fire Button to leash destruction on the attackers. Greater concentration and eye/hand co-ordination are demanded as the alien attack speeds up.

Various point values are scored for hits of alien Space Ships, Space Mines and Attack Satellites. Each player starts with 3 Laser Bases, but is awarded a bonus Base at 75,000, 150,000 and 300,000 points.

'SPACE ZAP' features sonic battle sounds, laser blasts, flashing lights — adding extra excitement to the game challenge that demands dexterity, concentration and quick response action.

The 'Mini-Myte' model measures 58½" in height, 19½" in width and 24" in depth. The cocktail table model measures 29" in height, 32" in width and 22" in depth. The standard arcade model measures 73" in height, 26½" in width and 34" in depth.

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ROCK-OLA'S NEW MODEL HAS 'BRAINS' AS WELL AS BEAUTY

The new Rock-Ola Model 484, which will be distributed by London Coin Machines Ltd. is a 160 selection model with eye-catching graphics, improved sound and features to stimulate more plays and larger profits.

Senior Vice-President Dr. David Rockola said: "Model 484 boasts new graphics to attract and captivate the customers' attention. To the exciting and attractive cabinet we have added new colours and designs that provoke maximum player interest and participation. Three-sided wrap-around graphics and the elegantly designed customer control panel combine to produce the ultimate in player interest.

"New backlighted, 3-dimensional colour graphics on the front of Model 484 are actually a highly artistic treatment of the name Rock-Ola. The graphics on the front swirl around the sides where they soar upward in a myriad of alluring colours. The graphic design assures that Model 484 will attract maximum customer attention from every point in the room."

Model 484 is less than 25" in depth and customers can't sit on or set anything on it because it has been intentionally designed without level surfaces.

Model 484 also includes advanced versions of the new micro-processor controlled features that have increased play and profit up to 100 percent in some sites. These play stimulators include the exclusive "Bonus" offer, the Top 3 site Hits feature, and Random Complimentary Play. The tremendous versatility of these new features allows operators to custom tailor each phonograph to the specific requirements of each site.

The Bonus offer can be adjusted in seconds to operate two different ways: Within a 10 to 30 minute interval; within 20 to 60 minutes pattern, or it may be disconnected. When the Bonus flashes, customers have up to three minutes to insert money and take advantage of the bargain prices. Adapting the 484 to the most beneficial prices for each site is a matter of snapping a few toggle switches inside the cabinet. With Rock-Ola's Bonus feature it is possible to give special bargain plays for all coins. A note acceptor is optional.

The "Top 3 Site Hits" automatically computes and displays the most popular hits played on each Model 484. First-time customers know they are making a popular selection when they play the top three hits indicated above the selection area. Through repeat selection and play, regular customers can insure that their favourites remain on the top three.

Rock-Ola's Random Complimentary Play takes over when there is a temporary lull in play. The phonograph randomly chooses and plays a record at differing intervals within two time sequences — 10 to 30 minutes or 20 to 60 minutes — controlled by the operator.

Periodic maintenance or servicing of the new Rock-Ola is extremely simple. The dome selection swings up and locks into a choice of two positions. The cabinet door drops down, and the customer control panel opens out. Servicing can now be completed quickly and easily. If speakers, wallboxes or other accessories are being added, a rear access panel can be easily removed.

A series of microprocessor controlled and computer operated devices are responsible for Rock-Ola's play and profit stimulators. The "Profit-Setter" enables the operator to customize regular prices. Bonus features and Random Complimentary Play in seconds by touching appropriate programming switches.

Rock-Ola's "Hit Tracker" continually computes and displays the top three site hits. A memory bank in the Hit Tracker records the number of times each selection is played, and displays this information on demand starting from the most played (up to 999 times) or the least played (beginning with zero). Hit Tracker will also display on request the total number of selections played.

The speed and dependability of record selection has been increased by a new Opto-Sensor and microprocessor operated logic board. The request for records is fed into the memory bank of the logic board which then activates the Opto-Sensor. A beam of light in the Opto-Sensor finds the correct records and delivers them to the turntable.

Model 484's cabinet measures a slim 24-7/8" in depth, 54-7/8" in height and 42" in width. The elegant Metallic Bronze finish is enhanced by a smooth grained Chamois Vinyl. Specially tempered glass protects all back-lighted graphic areas.

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NOVOMATIC - THE LATEST CHAPTER IN A TEN-YEAR SUCCESS STORY

When I was at the Interhoga show in Vienna I was very kindly invited to visit the new firm Novomatic, which has its headquarters at Gumpoldskirchen, not far from the city. What I found there was impressive.

But before I write about Novomatic, I had better explain the events that lead to this firm being founded last September. About 10 years ago Mr. Johann Graf, who heads Novomatic, worked in the car industry, but he didn't like it much. So he set up as an operator in a very small way. As he was prepared to work very hard, and did just that, his operation expanded, until today he has no less than 2,500 machines out on sites, and all over Austria. Three years ago he was appointed distributor for J.P.M. machines in Austria, an event which has brought him not only a great deal of success, but also the pleasure of becoming very close to everyone at J.P.M., a firm which he likes and admires very much.

When Mr. Graf took on J.P.M. they were just turning to electronics, and, in fact, the first J.P.M. electronic model, the Highliner, was working in Austria before in Britain.

Last September the firm Novomatic was founded especially to import and distribute J.P.M. machines, and also to build video games, for these are now going exceptionally well in Austria.

The Novomatic headquarters are quite large, larger than they look from the exterior, in fact. One part is specially for the 24-hour test given to every J.P.M. machine when it arrives. And a constant stream is arriving, for J.P.M. games quickly became top favourites in Austria, and their popularity has never diminished. A lorry load comes from the J.P.M. factory every week, and yet more are sent by other means of transport. In Austria J.P.M. have become very important indeed.

However, Mr. Graf, who heads the company, and Mr. Gerhardt Brodnik, his director of administration, together with Mr. Peter Svoboda, the technical expert and Mr. Ernst Mitwalsky,

• **Mr. Johann Graf, Managing Director of Novomatic.**

the sales manager, all realise that video games are of tremendous importance. Mr. Mitwalsky (he was formerly manager of Vienna airport!) was in the operating company, and transferred to Novomatic when it was formed. And this team, who all work together exceptionally well, are now organising the manufacture of video games, both upright and cocktail table models. The brand name of the models produced is Starline, and we shall probably hear a lot more about it in the future.

At present the games are being made with kits imported from various firms in Japan. These are assembled, and put into cabinets that Novomatic manufactures. But there are projects in hand to invent and develop original games. In fact, the progressive development department was already working and very busy when I was at the headquarters, and I saw what may be the first Starline "original" in its infancy.

Even with things as they are at present, with the staff barely settled into the building, a substantial number of games is being turned out. And in 1981 Novomatic is to go further afield, and to start up a factory in Germany for the manufacture of Starline machines especially for the German market. There are no projects to manufacture gaming machines.

"One of the reasons why video games are doing so well here in Austria is because with the cocktail table models we can introduce them to sites where there were never any games before," Mr. Graf and his colleagues told me. "We realise that there are perhaps too many makers, and a great deal of copying. But we like a quality game. We are choosing the best games in kit form at the moment. And when we devise and develop our own games, they will be original, really good games with studied play appeal", they said. LP

• **Novomatic executives outside the company headquarters. Left to right: Mr. Ernst Mitwalsky, Sales Manager; Peter Svoboda, Technical Manager; Johann Graf, Managing Director; Gerhardt Brodnik, Administrative Director.**

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talking technical

INSIDE THE MACHINE DESIGNED TO GIVE MUSIC A BIG BOOST

The manufacturers of a new juke box, recently unveiled in the United States, claim it has the first new mechanism seen in this side of the industry in 25 years.

Centuri Inc., of Hialeah, Florida, the revamped company formerly known as Allied Leisure Industries, have taken advantage of the latest advances in electronic technology to build a sophisticated electronic control system, mechanism, amplifier and sound system. for their Centuri 2001.

In the sound system a speaker converts electrical energy from an amplifier into sound energy in the surrounding air. Many conventional speakers waste more than 90 per cent of the electrical energy they receive.

One traditional way to generate a lot of sound in noisy sites is to build bigger amplifiers to drive the inefficient speakers even harder. But bigger amplifiers are very costly and overdriving ordinary systems creates sound distortion. Modern technology has come up with better, more efficient ways, say Centuri. They are called passive radiators. They look something like a speaker and are installed in the speaker enclosure, alongside the high compliance woofers. The enclosure is airtight and when the electrical energy from the amplifier drives the woofers, their cones oscillate and cause the air inside the enclosure to oscillate and they too send sound waves out into the room.

The remarkable result is that this system nearly doubles the amount of sound energy converted from the electrical energy supplied by the amplifier. In other words, the two 70-watt integrated circuit power amplifiers used in the Centuri 2001 create as much sound enerby as two 140-watt amplifiers connected to ordinary speakers.

There is practically no distortion.

There are two amplifiers with Tone Shaper Controls, giving adjustable mid-range controls as well as treble and bass. This permits each juke box to be adjusted at installation to match the unique acoustical conditions of each site. There is dual volume control with variable bass compensation. When the juke box is playing at low level it needs more bass. The Centuri 2001 does this automatically.

Two high frequency, high efficiency horns are mounted away from ear level so that customers standing right in front of the juke box do not get a high frequency blast. The high frequencies intermix correctly with the bass frequency which comes from the lower speaker enclosure to produce the best balance of total sound.

The Swiss-designed mechanism is simple, compact and has very few moving parts. All the parts are manufactured on precision Swiss tooling.

The mechanism consists of four principal assemblies which can be dismantled from one another with practically no tools in less than a minute. Two motors are used — a work-horse motor for changing and moving records and a high precision hysteresis synchronous motor for super accurate 45 RPM turntable rotation.

The turntable is mounted on precision bearings and is driven through a neoprene belt. There are no gears.

The mechanism will play tunes in either the order selected by the customer, or in the order of their location in the record storage rack.

Only two separate parts are used in the Centuri 2001 record storage rack. These are a circular rack which holds 105 records and the support shell.

Apart from using the latest technology inside the juke box, Centuri have paid a lot of attention to the outside. From a distance the customer sees no title strips, only an attractive display of graphics. When he steps up to the juke box, his viewing angle changes and he looks down into the previously hidden title display area.

The Centuri 2001 is shipped from the factory with its computer set to play 200 + 10 tunes (105 records). The plus 10 feature includes a special display area for the extra ten which can highlight any of the following: Current New Releases; Site Favourites; Seasonal Favourites; Featured Artist of the Week etc.

The juke box records the number of times each record is played, all cash income, how many times the Hit Tune Select Button was pressed and how many times the Top Ten Button was pressed. Among, the many accessories there is even a portable printer for printed documentation of income and all other audit information stored in the computer memory. (L)(P)

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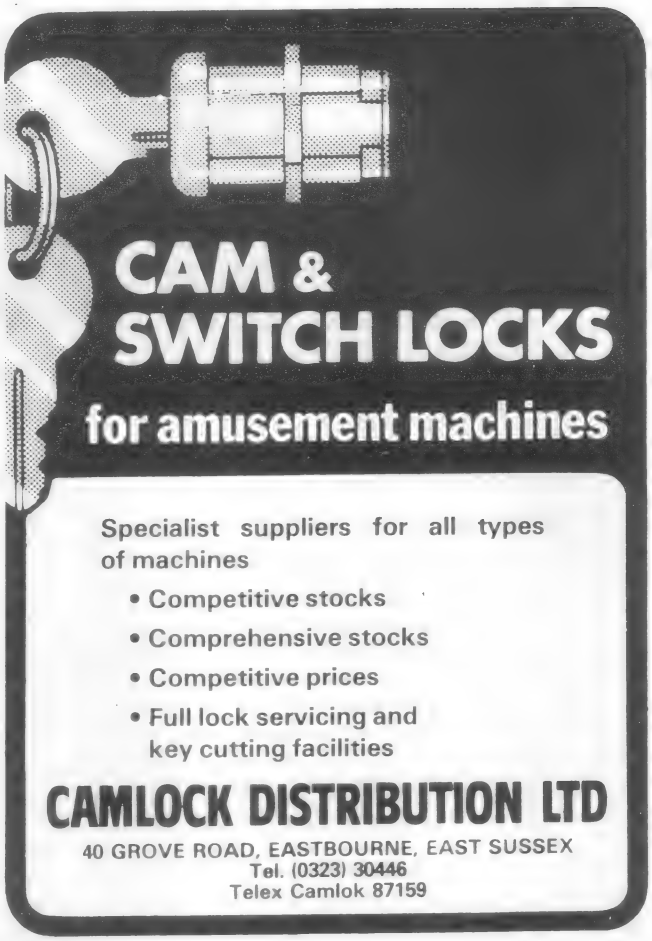

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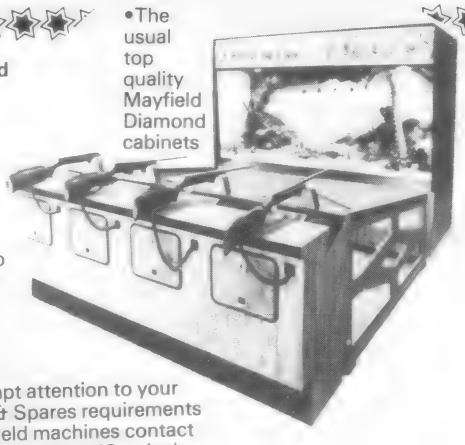

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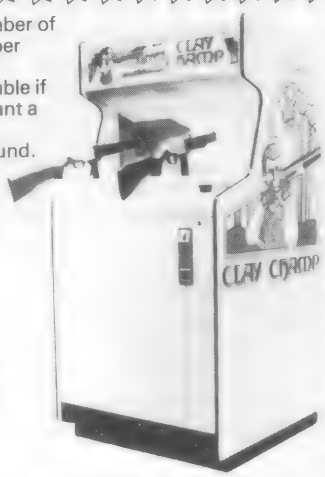

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HANTAREX SHOW THEIR MONITORS AND PROMISE SUPER SERVICE

Hantarex, the Italian manufacturers of elextronic equipment who recently set up a UK company for distribution with full technical back-up service, showed their new video game monitors to the British industry at a special London preview.

Hantarex (UK) Ltd. will market the monitors from headquarters in Peckham, London, for the Florence-based parent company. In Peckham they will have a service laboratory, spares department, warehouse, showrooms and sales and administration offices.

Managing Director of Hantarex (UK) Ltd., Mr. Maurice Cohen, said he was delighted with the reaction so far from the British trade. "We are here to stay," he said. "We have the right product and we mean to compete in price. Most of the other suppliers of video game monitors to the UK are based in the USA, Canada or Japan — so we ought to be able to give a better service."

At the preview with Mr. Cohen were several Hantarex executives, including Mr. Luciano Meoni, son of the chairman and founder of Hantarex, Mr. Ugo Meoni.

Mr. Luciano Meoni, who is Marketing Director of the parent company, said their experience had been that there had to be a strong commitment to remain among the leaders in the field of monitors. Because of the continued pressure of new development they felt the market would be restricted to relatively few video game monitor manufacturers. With continuous development, newcomers to the industry would find it very difficult to catch up.

"With this experience we have created a strong international group specialising in the video game monitor field," said Mr. Meoni.

Hantarex have subsidiary companies in Spain, Greece, Japan and now the UK. They are also negotiating to set up a subsidiary company in the USA and they have an agency in West Germany.

Although the parent company is a limited company it is still controlled by the Meoni family and Ugo's other son, Giancarlo, is the Financial and Administration Director. During the A.T.E. in January Hantarex will hold a banquet in London to celebrate the parent company's 30th birthday.

Mr. Cohen, who originally met the Meni family through mutual contacts in Italy said: "We could have tackled the UK market six months ago but we held back. It was pointless marketing a product until we were in a position to offer proper service facilities. Negotiations to set up a UK company have been going on for five or six months. We have a temporary address in Camberwell Road, SE 5 but our premises in Peckham should be ready for occupation in 1981."

At the A.T.E. Hantarex will show an XY colour monitor and a Switch Mode Power Supply for monitor or logic.

Hantarex have faith in the British video game industry and Britain in general. Mr. Cohen said: "I have a lot of confidence in Britain as a country in which to invest. It is politically and socially stable and economically it can be made to be viable.

Hantarex's current range of monitors are purpose built for video games and technicians from many British firms who assemble video games said they were impressed by the quality and versitility of the range.

Hantarex (UK) Ltd. Product Manager will be Mr. Max Soffe, who was previously with Emco Electronics.

BALLY'S NEW 'FRONTIER'

"FRONTIER", (below) the latest release from Bally Pinball Division is "a rugged, down-to-earth pinball machine that captures the skilful player and holds him", says Tom Nieman, Vice-President of Marketing.

Players have 2 sets of bonuses to shoot for: The Den of Predators and the Frontier Bonus. These are achieved through lighting the five rows of animals on the playfield. There are exciting skill shots for the pinball sharpshooter when he tracks down the three-in-line drop targets that lead the way to the Grizzly target and open the gate to Frontier Falls. In addition, Frontier has a set of right drop targets and an A-B-C feature for further playfield action.

Frontier has a colourful backglass depicting a mountain man in his struggle to survive against nature. This game is further enhanced by seven-digit scoring with commas for high scoring players.

SKATEBALL, (right) the newest 4 player release and the first with 7-digit scoring with commas from Bally Pinball Division is loaded with new features, both for the player and for the operator.

The players enjoy the feeling of playfield dominance with the new lane-control button. The right flipper button rotates the top playfield 1-2-3 ball lanes lights for player lane control.

The S-K-A-T-E drop targets and A-B rollovers combine to advance the saucer values. The first completion of the skate sequence lights the saucer for 50 K, the skate targets for 10,000 points each, and one top rollover button for bonus. The 2nd completion lights the saucer for 100 K, and the other top button for bonus; the 3rd lights the saucer for extra ball and the 4th lights the outlane rollover special. Making A-B lights spinner for 1,000 points and the saucer extra ball light after the 1st completion of skate.

Another feature players will love is the centre set of drop targets. Only the flashing value can be collected from these alternating between 10,000 and 20,000 points. The 100,000 point light comes on after the 2nd set of 20 are completed and can only be collected by knocking down all 3 drop targets with the ball in play.

Bally has also included some new operator features including their new tuck-away fold down backbox; improved book keeping functions that calculate replay percentages automatically; adjustable balls from 2, 3, 4 or 5 and adjustable award combinations for points and specials.

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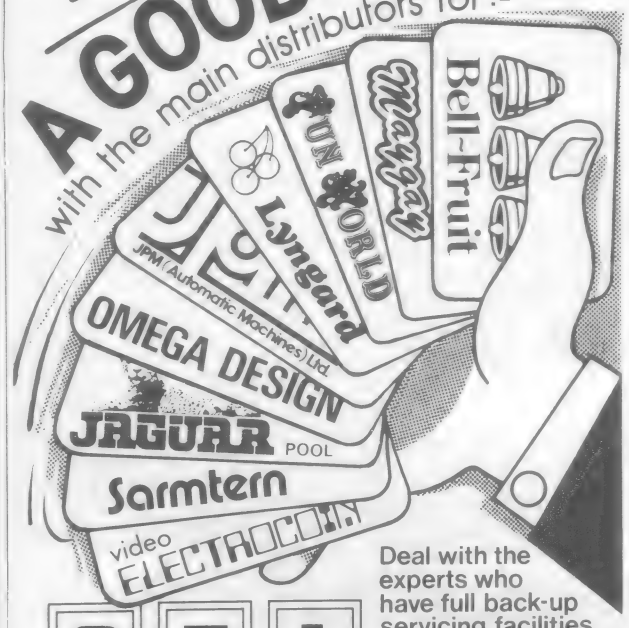

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"Attack Force" *is being distributed exclusively in the U.K. and Ireland by Model Coin, of Sheerness, Kent. It comes from Egs, Italy, and is a military game where the object is to destroy the invader with the missile jeep — operated by fire button and mobile left or right. The player must destroy all enemy tanks, helicopters and despatch riders to enter the second phase of the game which has five enemy soldiers and another hazard — a mine field. The game has a highest score of the day and player's initial facility. The game is for a single player — 10p or 20p per game.*

→

The Bells *from Bell-Fruit is a five-reel club machine with special gamble feature on each reel. Gamble feature is available on wins up to £10. A player may gamble by respinning any one of the five reels — each reel gives different odds. If any of the three special Bell symbols stop on a win line gamble is successful. Up to eight times the original win is possible. The machine has special sound effects, giving a short burst of sound when a 10p coin is inserted and also when the start button is pressed. A tune is played when the start button is pressed and when the gamble feature is available. This feature can be disconnected if not required. There is a £100 Jackpot and other wins of £60, £40 and £20. Dimensions: 30 inches wide, 63 inches high and 20 inches deep.*

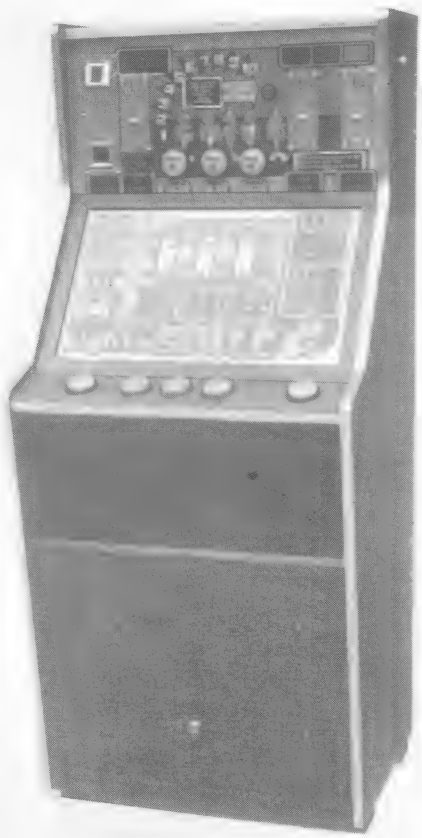
A LOOK AROUND THE SHOWROOMS

←

Cop's **Winning Streak**, *a handsome looking club machine, has two £100 Jackpots and minor Jackpots of £50 and £25. One of its unique features is free plays with payout until either a win occurs or 15 plays limit is reached. There is also a 'No Lose' £5 to £20 four of a kind feature and a half, even double feature on three of a kind wins. All cherries on the payline pay. There is a 50p change maker and low payout reserve warning system. There is random hold and hold after hold.*

→

Gowerpont's 5p AWP micro-processor controlled **Light A Smile** *has a special guarantee. A conversion kit to comply with any law changes will be supplied free of charge with any firm order received for the machine between now and March 1st, 1981. The machine has a new Nudge feature and gamble or collect on all 10p, 20p or 40p wins. There is a Nudge Up., Nudge Down on individual reels, hold after hold, and hold after win.*



SLIM-LINE BATTLEZONE BEATS SPACE PROBLEMS

BATTLEZONE is the latest space combat game to be offered in Atari's innovative Cabaret cabinet. Atari was the first to introduce this "mini" style cabinet to the market, and the extra profit advantages have made this new style cabinet a runaway success.

Frank Ballouz, Atari's Marketing Director, commented, "Floor space investment is less than four square feet. Its smaller dimensions (Height: 54.24"; Width: 20.44"; Depth: 23.75") and sophisticated appearance make it perfect for lounges, retail stores, convenience stores, restaurants, anywhere space is limited. And for the amount of floor space required, the return on investment is phenomenal. This new Cabaret cabinet is the key to unlocking new sites and with BATTLEZONE, it's a sure profit-maker."

BATTLEZONE is a first person game where players manoeuvre supertanks in outer space, battling against enemy tanks and missiles. The player consults a radar screen display for location of the computer-controlled enemy tanks and fires when the message "Enemy in range" appears on the screen. Missiles also veer onto the screen for the player to shoot down and gain more points.

Unique features include Atari's exclusive Quadrascan display system, spectacular "3-D" screen graphics and exciting sound effects. A wide range of bonus and coinage options adds to the game play challenge. The "1812 Overture" is played at special bonus levels. And Atari's High Score display allows top players to enter their initials next to their high point total.

To encourage play, Atari will also be offering dramatic full colour BATTLEZONE T-shirts and posters through distributors. (L)(P)

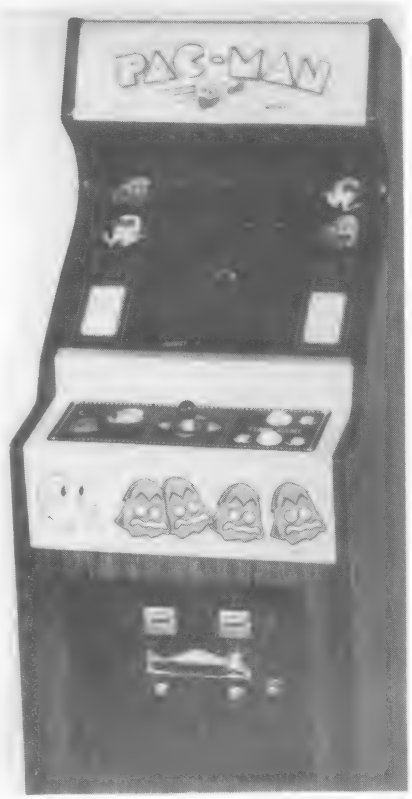
STIMULATING THE REFLEXES

Midway's Vice-President of Marketing Stan Jarocki says the new PAC-MAN, made under licence from Namco Ltd. is a real challenge to the reflexes.

He added: "It's a unique, full colour video attraction for 1 or 2 players that tickles vision and adding to the fun, are musical refrains, chomping and action sounds along with amusing cartoon shows between racks."

The player, using a single handle control guides the Pac-Man about the maze, scoring points by munching up the Dots in his path. Four Ghost Monsters — Inky, Blinky, Pinky and Clyde — chase after the Pac-Man trying to capture and deflate him. The Pac-Man can counterattack by eating the big, Power Capsule that enables him to overpower the Monsters for additional score. After all the Dots are gobbled up, a new labyrinth appears,and Pac-Man continues for another round. Each rack features a different special Fruit Target (Cherry, Strawberry, Peach, etc.) which appears twice in the maze, and if eaten, earns Bonus Points. Players start with three Pac-Men. An additional Pac-Man is awarded for 10,000 points.

Pac-Man is available in three Midway models — a standard arcade style (left) cocktail table, and Midway's new 'Mini-Myte' (right).



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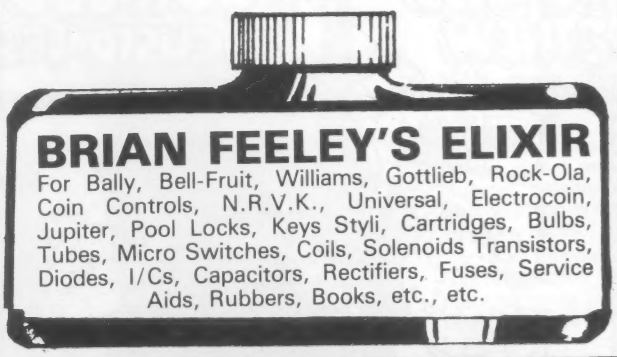

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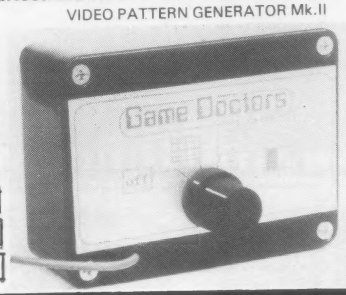

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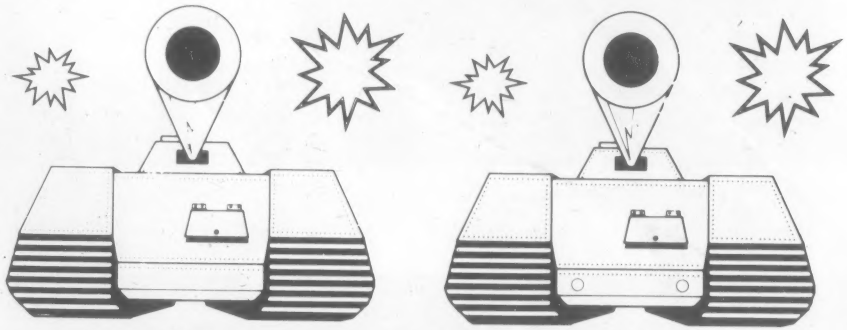

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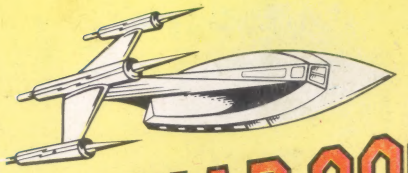

LUNAR COMBAT

1. Mini Wood Grained Cabinet
2. Toughened Plate Glass Fascia
3. Large Security Cash Box
4. 48 Hour Replacement Service
5. 10p or 20p Game

BRITISH MADE

BUY DIRECT FROM MANUFACTURERS OR DISTRIBUTORS

Chromasonic U.K. Ltd Ace Industrial Estate, Ferry Road, Cardiff. Tel: 394061